People Buy From Businesses They Trust
7 out of 10 consumers prefer to do business with a BBB Accredited Business.

Exclusive Advertising Opportunities
Take advantage of advertising available only to Accredited Businesses

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BBB WEBSITE ADVERTISING
FEATURE YOUR AD ON THE BBB WEBSITE (bbb.org)

PREMIER LISTING
starting at
$1,200 +GST for 12 months
Pin your company to the top of the BBB directory results in your business categories
- Limited space! Five per category
- Consumers searching for a business in your category will see your listing at the top of the list
- Includes logo, business name, phone number, address, and direct ‘Request a Quote’ link

ABOUT THE PROGRAMS
Your local bbb.org has over 1.9 million visitors per year
Make sure your business stands out when consumers are searching for your services!

BBB DISPLAY ADS
$1,500 +GST for 12 months
Target users searching on bbb.org for businesses in your category
- Ad displays on top block in all your business categories
- Custom Display Ad created for your business by the in-house BBB graphics team
- Links directly to your BBB Business Profile

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ABOUT THE PROGRAM

1. GOOGLE SEARCH ENGINE SOLUTIONS (SES)
   starting at $150 + GST per month
   Your business will appear in a Google Ad linked to an exclusive business category page:
   - BBB of Mainland BC has improved its visibility in online search results.
   - Last year, BBB Accredited Businesses appeared on the first page of Google more than 1.9 million times in our area.
   - The Google SES ad will appear at the top of the Google Search results.

2. GOOGLE DISPLAY ADS
   starting at $200 + GST per month
   Individual Google Ads Banners for your business through the Google Display Network:
   - Banners will only be seen by people in the targeted areas.
   - Custom Display Ad created for your business by the in-house BBB graphics team.
   - Ads link directly to your BBB Business Profile.

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1. SELECT YOUR CAMPAIGN TYPE

2. SETUP GOOGLE ADS

a) For all Campaigns:

- **$299 +GST**
  - Full Conversion Tracking

- **$100 +GST**
  - Google My Business Link

  - Creation of Google Analytics & Google Tag Manager accounts
  - Make all emails, phone numbers and submission forms, trackable

b) For Display Campaigns:

- **$100 +GST**
  - Remarketing Configuration

  - Follow all users that have visited your site or landing page to get more leads

- **$199 +GST**
  - Display Ads Package

  - 3 designed ads in 15+ different sizes each to fit in all display options

c) For Shopping Campaigns:

- **$100 +GST**
  - Merchant Center

  - Creation of Merchant Center Account
  - Connection with Google Ads

- **$199 +GST**
  - Products Campaign

  - Configuration of up to 10 products in Merchant Center
  - Google Ads products campaigns

d) For Video Campaigns:

- **$399 +GST**
  - Video Ads Package

  - Creation of video for YouTube
  - Max 1 min.
  - Connection with Google Ads

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3. SELECT YOUR BUDGET

Depending on your goals, set your campaign budget that fits to your business

- Commitment for at least 6 months.
- BBB fee includes all monthly optimizations needed for your campaign.

Small Business: $499 to $2,999 +GST

*BBB fee is 20%.

Enterprise: Starting at $3,000 & more +GST

*BBB fee is $600 per month
*All setup services are 50% off

4. RECEIVE YOUR GOOGLE ADS REPORT MONTHLY

Measure your results and take decisions data based

- At the end of each month, we'll give you a full report of your campaign performance
- Google Ads is a continuous work that involves you in the process, we need your feedback.
DIGITAL MARKETING TRAINING
INCREASE THE REVENUE OF YOUR DIGITAL CAMPAIGNS

ONLINE CERTIFICATION COURSES

1. Google Ads Basic
2. Google Ads Intermediate
3. Facebook Ads
4. Google Analytics

$600+GST

- 5 Sessions (2 hrs.)
- Complete intensive program
- 100% practical training
- Work on your own products & brand
- Get more phone calls and visits
- Effectively advertise your services
- Stop incurring in costly mistakes
- CERTIFICATION GUARANTEED!

ABOUT THE PROGRAM

The training is designed to train high-level specialists, capable of developing strategies and executing advertising campaigns as experts.

BENEFITS FOR YOUR COMPANY

Get tangible results:
- Invest your budget intelligently
- Take your ads to where your audience is
- Quickly increase your traffic and sales
- Achieve your business goals with any budget
- Generate short and long term attraction strategies
- Do everything by yourself or with your own personnel!

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WEB DESIGN & DEVELOPMENT
COMPLEMENTARY SERVICES FOR YOUR ONLINE BRAND

ABOUT THE PROGRAM
Create or optimize your website to advertise in the best form

1. DOMAIN + HOSTING WITH SSL PER YEAR
$299 +GST per year
- Extremely fast web hosting optimized for Wordpress, Woocommerce and the most popular platforms with personal CPanel:
  - SSL Certificate included (necessary for Google Advertising and BBB complaint)
  - Technical superiority and fully managed service with daily backups
  - Unlimited emails accounts (user@mycompany.com)

2. PROFESSIONAL LOGO
$199 +GST
- Create an impact and be remembered in customer’s mind
  - PNG, JPG and Vector files for printing in large scale
  - White and dark background usage

3. LANDING PAGE (1 PAGE)
$599 +GST
- An effective page to connect with your clients that also helps you reduce your ROI if you are running a Google Ads Campaign
  - Best practices for landing pages with the objective of getting leads
  - An effective landing page helps reduce the CPC
  - Best practices for SEO purposes

4. WEBSITE (2, 3 AND 4 PAGES)
$799, $999 to $1,199 +GST
- Full website with a list of all your product and services
  - Best practices for SEO purposes
  - Information planning & design.
  - Unlimited stock images, location map, contact form, Call To Action sections

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## About the Program

Choose from these campaign options, or connect with your BBB Marketing Team to develop a custom campaign for your business.

<table>
<thead>
<tr>
<th>Station</th>
<th>Package Description</th>
<th>Cost</th>
<th>Details</th>
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</table>
| CKNW AM980    | The most popular Radio package!       | $3,250 | - Vancouver's news source for stories that captivate and engage the community  
- Reach over 280,000 listeners who tune into CKNW weekly  
- 74% of CKNW listeners are homeowners, and 25% earn an annual household income of $100,000+  
- Your ad created by the in-house production team at CKNW |
| ROYK 101      |                                     | $2,850 | - Vancouver's #1 station with Adults 35-64  
- Reach over 600,000 listeners who tune into Rock 101 weekly  
- Leverage Rock 101’s significant social media following (300,000+ Facebook fans)  
- Your ad created by the in-house production team at Rock 101 |
| AM 730        |                                     | $2,860 | - Reach over 230,000 listeners who tune into AM 730 weekly  
- 30% of AM 730 listeners are earn an annual household income of $100,000+  
- Your ad created by the in-house production team at AM 730 |

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ABOUT THE PROGRAM

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NEWS 1130

$2,990
+GST (8 weeks)
(92 Commercials - 15 sec. ads)

- 26 and 52 week campaigns are also available at the BBB-only rate - Inquire today!
  - Vancouver’s only 24-hour live news radio station
  - Reach over 370,000 listeners who tune into News 1130 weekly
  - 80% of News 1130 listeners are homeowners with an annual household income of $100,000+
  - Your ad created by the in-house production team at News 1130

TSN 1040 VANCOUVER

$2,600
+GST over 4 weeks
(72 Commercials - 30 sec. ads)

- 86% of Sports Radio listeners report that they listen to the commercials
- Reach over 336,000 listeners who tune into TSN 1040 weekly
- Over 3,000 adults aged 35+ listen daily during any average minute (5am - 1am)
- Your ad created by the in-house production team at TSN
- Includes a pair of tickets (2) to either a Canucks, Lions or Whitecaps game!

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TELEVISION ADVERTISING
Feature Your Business on the Most-Watched News Broadcasts in BC!

ABOUT THE PROGRAM
BBB-Only News
Sponsorship Packages

CTV NEWS
$4,150  +GST over 4 weeks
TV Campaign (Min of 40 x 7 Sec News Sponsorship Commercials)

- Sponsorship Campaign
  - Your Ad is co-branded with the BBB and runs in CTV News Broadcasts
  - Connect with a broad audience via CTV - only available for purchase 4 times a year
  - Over 1.75 million impressions on viewers over 35 years of age - Province-wide broadcast
  - Your ad paired and running in CTV Morning Live News, News at Noon, 5pm, 6pm, and at 11:30pm
  - Production costs included in the rate (produced by CTV using your assets)
  - “Closed captioning is brought to you in part by [Your company and BBB commercial insert]"

GLOBAL BC
$4,590  +GST over 4 weeks
(96 Commercials - 15 sec. ads)

- Your Ad Paired with Global News Broadcasts and Global Programming
  - Align your brand with BBB and Global - Quarterly campaigns available
  - Reach 2.8 million weekly viewers
  - Played during Global News and additional daytime programming
  - Large audience with zero production costs (fully produced by Global)
  - “Closed captioning is brought to you in part by [Your company and BBB commercial insert]"

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CONNECT WITH US TODAY TO START A CAMPAIGN

Trisha Prasad
Marketing Program Manager
Better Business Bureau
serving Mainland British Columbia

604 681 0312 ext. 399
trish@mbc.bb.org

All data regarding audience and impressions is provided by BBB partners. Prices and availability subject to change.

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